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JAN 19 2010**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-458 (canceled)

459. (previously presented): A system for processing the sale and purchase of items, comprising:

- a. a storage device;
- b. a processor connected to the storage device, and the storage device storing a program for controlling the processor; and the processor operative with the program to:
 - i. receive sell offers from a seller and bargain offers from a buyer, including conditions for purchase and a payment identifier, thereby defining said bargain offer;
 - ii. carry out a bargaining process with said buyer to arrive at a price for at least one of said items that is agreed on by said buyer and said seller;
 - iii. arrange for the purchase of said at least one item by said buyer from said seller at said price;
- c. said processor is further operative with the program to: start the bargain process by generating bargain prices for said buyer and said seller continuously, until a point is reached where (1) an acceptable price is arrived at, (2) said buyer or said seller stop bargaining; (3) said product becomes unavailable; (4) said bargain price generated by said system reaches its limit;

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- (5) said buyer or said seller runs out of bonus chances or does not request additional chances; or (6) said predetermined time period allotted for bargaining has expired;
- d. said processor is further operative with the program to: validate a received bargain offer signal from said buyer or sell offer signal from said seller and thereby determine whether said received offer signal meets predetermined validation criteria;
- e. said processor is further operative with the program to: transmit a notification to the buyer, said notification indicates that buyer's bargain offer is less than certain minimum predetermined offer criteria and asks said buyer to send another bargain offer, or quit the bargaining process, or to follow a bargaining recommendation provided by an online shopping assistant; and
- f. said processor is further operative with the program to: notify the buyer or seller concerning the status of shipment in transit, said notification being provided (a) at the time of sale; and (b) periodically in response to a buyer or seller request after purchase of said product;
- g. said processor is further operative with the program to: indicate to the buyer that a bargain price generated by said system, upon being accepted by said seller, will remain active, subject to acceptance by said buyer, during a predetermined time period, provided that the product or service appointed for purchase remains available; and

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h. said processor is further operative with the program to: verify the legitimacy, authenticity, and condition of said product and the pricing of products listed by the seller, said verification comprising the steps of:

- i. obtaining issuance of an authenticity certificate from an authorized appraiser;
- ii. obtaining a price evaluation from said authorized appraiser;
- iii. checking product certification at the time of pick-up or delivery; and
- iv. checking condition of said product at the time of pickup or delivery.

460. (canceled)

461. (canceled)

462. (canceled)

463. (canceled)

464. (previously presented): The system as recited by claim 459, wherein said processor is further operative with the program to: permit buyer to request free chances, buy more chances at a predetermined chance purchase price, or redeem

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purchase points to buy more chances to bargain after the system program has stopped bargaining for a particular product or service.

465. (previously presented): The system as recited by claim 459, wherein said processor is further operative with the program to: permit buyer to use one or more bargain chances provided by the system to continue bargaining until all chances issued to buyer have been used, said buyer having an election to (a) request free chances; or (b) to purchase additional chances for a predetermined chance purchase price, or (c) to redeem purchase points applicable toward purchase of additional chances, or (d) to accept the system bargain price, or (e) to follow a purchase recommendation provided by an online shopping assistant.

466. (canceled)

467. (canceled)

468. (previously presented): The system as recited by claim 459, wherein said processor is further operative with the program to: (a) permit buyers to purchase discounts or special promotions from the system, or (b) award such discounts or special promotions on special bargain deals, or (c) award such discounts or special promotions randomly or to privileged customers, said buyers being notified of such discount or special promotion awards by surprise pop-up messages or by instant messaging, or by means of an online shopping assistant.

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469. (previously presented): The system as recited by claim 468, wherein said processor is further operative with the program to: enable the buyer to use the wild card discounts or special promotions to enhance bargaining opportunities, by buying bargain chances or obtaining a certain percentage reduction of a final bargain offer, said enhanced bargain opportunities being specified in a wild card discount or special promotion pop-up message, or by instant messaging, or by means of an online shopping assistant.

470. (canceled)

471. (previously presented): The system as recited by claim 459, wherein said processor is further operative with the program to: award purchase incentives selected from the group consisting of: (a) bonus chances made available upon the purchase of products or services, or in response to buyer request for free bonus chances, or to encourage timely payment by regular customers and (b) purchase points provided upon purchase products.

472. (previously presented): The system as recited by claim 459, wherein said processor is further operative with the program to: track buyer's accumulation of a predetermined number of purchase points, and notify buyer that said accumulated purchase points are applicable to provide additional discounts, offers or enhanced bargaining opportunities, in accordance with said registration agreement.

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473. (previously presented): The system as recited by claim 459, wherein said processor is further operative with the program to: provide at least one pop-up surprise message during bargaining, said surprise message according an additional discount on the product, or a promotional offer, with respect to said product.